

Message Text

UNCLASSIFIED

PAGE 01 STATE 207335 POSS DUPE
ORIGIN COME-00

INFO OCT-01 EB-08 ISO-00 EUR-12 ICA-20 /041 R

DRAFTED BY: COM/BED/OIM/226/WCRAWFORD/CS

APPROVED BY: EB/OCA/CM:SPHARRIS

COM/BED/OIM/226/PBFIELD/CMM

COM/BED/OIM/222/CBARRETT/DM

COM/BED/OIM/CGENDREAU

EUR/RPE/RLAMANTIA (INFO)

EUR/NE/WNEWLIN (INFO)

-----109502 170647Z /15

R 161521Z AUG 78

FM SECSTATE WASHDC

TO AMEMBASSY BRUSSELS

INFO AMEMBASSY BONN

AMCONSUL ANTWERP

AMEMBASSY THE HAGUE

AMEMBASSY ROME

AMEMBASSY LUXEMBOURG

AMEMBASSY LONDON

AMEMBASSY DUBLIN

AMEMBASSY COPENHAGEN

AMEMBASSY PARIS

UNCLAS STATE 207335

E.O. 11652:N/A

TAGS:BEXP, BE

SUBJECT:BELGIAN COUNTRY COMMERCIAL PROGRAM: THIRD QUARTER
FY'78WCAG REVIEW

REF: (A) BRUSSELS 13664; (B) STATE 129310

1. THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) FOR
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 207335 POSS DUPE

BELGIUM AND THE NETHE"LANDS MET JULY 26 TO REVIEW THE POST'S
THIRD QUARTER PROGRESS REPORT ON THE FY'78 CCP. WCAG WAS
PLEASED THAT DESPITE THE LOSS OF KEY PERSONNEL RESOURCES
DURING THE QUARTER, THE POST WAS ABLE TO REMAIN ON OR
AHEAD OF SCHEDULE IN COMPLETING OBJECTIVES SET OUT IN CCP.

2. WCAG COMMENDS POST ON ITS EFFORTS REFTEL (A) PARA 5,

ACTIVITY 2, INCREASED TRAVEL TO THE UNITED STATES. USTS REPRESENTATIVE CONFIRMED A DRAMATIC INCREASE IN TOTAL BELGIAN TRAVEL TO THE U.S. THIS YEAR COMPARED TO YEAR AGO.

3. ICA REPRESENTATIVE BRIEFED WCAG ON ICA'S ROLE IN SUPPORT OF POST'S COMMERCIAL EFFORTS. HE CONFIRMED THAT ICA WILL CONTINUE TO PROVIDE POST WITH EDITORIAL AND PRINTING SUPPORT, INCLUDING PRINTED MATERIALS (SEE USIA-CM-106 OF 2/16/78). ICA EXPLORING FRENCH TRANSLATION OF

SELECTED NEW PRODUCTS TO GO IN COMMERCIAL NEWSU.S.A.

4. REFTEL (A) PARA 7, TRADE OPPORTUNITIES: WCAG COMMENDS SUCCESS AND APPRECIATES RECAP OF THIS PROGRAM AND ESPECIALLY THE BREAKOUT OF THE TO'S BY PROJECTION AND SUBMISSION, AS THIS IS A GOOD BAROMETER OF PROGRESS IN INITIATIVE AREA OF CCP. FOR THE FOURTH QUARTER THE POST MAY WISH TO NOT ONLY INCLUDE LAST QUARTER RESULTS, BUT ALSO SUMMARY OF FISCAL YEAR RESULTS AS WELL, BROKEN OUT BY CAMPAIGN. A BREAKOUT FOR OSPE'S SEPARATELY FOR TO'S GENERATED FOR FY-78 WOULD ALSO BE APPRECIATED.

5. WCAG WAS BRIEFED BY COMMERCE'S SPECIAL ACTIVITIES DIVISION (SAD) ON CATALOG SHOW PARTICIPATION IN THE BENELUX COUNTRIES. DISCUSSION WAS PROMPTED BY THE RECENT FOREIGN SERVICE INSPECTION REPORT WHICH CENTERED ON THE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 STATE 207335 POSS DUPE

DIFFICULTY OF EVALUATING CATALOG SHOWS BY MEANS SUCH AS AGENTS/LICENSEES SIGNED, PROJECTED AND IMMEDIATE SALES, ETC. SAD FELT THAT WHILE IN IDEAL CIRCUMSTANCES POST'S TIME WOULD BE BETTER SPENT ON THE PROMOTION OF MAJOR PRODUCT EXHIBITIONS, BUDGET LIMITATIONS PERMIT ONLY A FEW SUCH MAJOR SHOWS EACH YEAR. CATALOG SHOWS DO AT LEAST PROVIDE A COMMERCIAL PRESENCE, TRADE LEADS, AND THE TESTING OF A MARKET FOR FUTURE SHOW PROMOTIONS AT MODEST OUT-OF-POCKET COSTS. WCAG WISHES TO COMMEND POST ON ITS EFFECTIVE USE OF CATALOG SHOWS AND SAD CONFIRMED THAT THE BENELUX COUNTRIES MAKE THE BEST USE OF CATALOG SHOWS IN THE DEVELOPED MARKET AREA. WCAG WOULD APPRECIATE ANY COMMENTS THE POST WOULD HAVE ON THIS SUBJECT.

6. CAMPAIGN NUMBER 7, ACTION 4: WCAG WOULD BE INTERESTED IN LEARNING TO WHAT EXTENT BIO AT INTL. HARBOR CONFERENCE IN ANTWERP MAY 78, WAS SUCCESSFUL, ESPECIALLY IN LIGHT OF PLANNED FY'80 PARTICIPATION IN THIS EVENT WITH A USDOC CATALOG SHOW.

7. REFTEL (B) PARA 5, DISTRIBUTION OF CCP REPORTS: WCAG REPEATS REQUEST THAT FUTURE CCP QUARTERLY REPORTS SHOULD

BE SENT INFO TO ALL EC CAPITALS. CHRISTOPHER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 16 aug 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE207335
Document Source: CORE
Document Unique ID: 00
Drafter: COM/BED/OIM/226/WCRAWFORD/CS
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780335-1144
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780858/aaaabwdt.tel
Line Count: 117
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: a4f08662-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 BRUSSELS 13664, 78 STATE 129310
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1720459
Secure: OPEN
Status: NATIVE
Subject: BELGIAN COUNTRY COMMERCIAL PROGRAM: THIRD QUARTER FY'78WCAG REVIEW
TAGS: BEXP, BE
To: BRUSSELS
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/a4f08662-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014